

**Listing of Claims:**

1. (Currently Amended) A digital camera ~~An image pickup apparatus~~ comprising:

an image capture device which captures an image of an article in response to a shutter operation;

5        a display device which displays the image of the article captured by the image capture device;

an electronic tag reader which reads, using a wireless transmission, electronic tag information from an electronic tag, which is attached to the article, when the image capture device captures the image of the article; and

10        a writing device ~~, when the image of the article is captured by the image capture device, which causes the electronic tag reader to read electronic tag information~~ which determines whether or not writing of the image of the article captured by the image capture device into the electronic tag is permitted based on the electronic tag information read by the electronic tag reader, and which writes the image of the article captured by the image capture device into the electronic tag when it is determined that the writing of the image is permitted.

Claim 2 (Canceled).

3. (Currently Amended) The digital camera image pickup apparatus according to claim [[2]] 1, further comprising a

communication interface, wherein ~~the writing device~~ the decision unit transmits the electronic tag information read by the electronic tag reader to a server ~~and makes a determination based on a response from the server~~ via the communication interface and writes the image of the article into the electronic tag if a write permission is received from the server.

4. (Currently Amended) A digital camera ~~An image pickup apparatus~~ comprising:

an image capture device which captures an image of an article;

an electronic tag reader which reads, using a wireless transmission, electronic tag information from an electronic tag, which is attached to the article, when the image capture device captures the image of the article; [[and]]

a writing device which ~~relates~~ writes, using a wireless transmission, the image of the article captured by the image capture device ~~to~~ into the electronic tag based on the electronic tag information read by the electronic tag reader; ~~and writes the related image and electronic tag information into a database~~

a storing unit which stores into a database the image of the article written by the writing device into the electronic tag, in association with the electronic tag information read by the electronic tag reader.

5. (Currently Amended) An electronic tag reading apparatus comprising:

an electronic tag reader which reads, using a wireless transmission, electronic tag information from an electronic tag which is attached to an article;

a determining unit which determines whether or not the electronic tag information read by the electronic tag reader includes an image; and

a display device which displays ~~an~~ the image, when it is determined that the electronic tag information includes the image, and which displays corresponding to the electronic tag information read by the electronic tag reader when it is determined that the electronic tag information does not include the image.

Claims 6-9 (Canceled).

10. (New) A system comprising:

a digital camera comprising an electronic tag reader; and  
a management server connected to the digital camera via a network, wherein the management server manages electronic tag information read or written by the digital camera and image data captured by the digital camera;

wherein the management server comprises:

a receiving unit which receives, from the digital camera, electronic tag information which is obtained by the digital camera by reading an electronic tag attached to an article by the electronic tag reader, and inquire information inquiring whether or not writing of the image data of the article captured by the digital camera into the electronic tag is permitted;

a database which stores record data permitting or prohibiting the writing of the image data into the electronic tag; and

a transmitting unit which searches the database when the receiving unit receives the electronic tag information and the inquire information, and which transmits to the digital camera a notification indicating whether or not the writing of the image data into the electronic tag is permitted; and

wherein the digital camera comprises a writing unit which writes the image data of the article captured by the digital camera into the electronic tag by the electronic tag reader using a wireless transmission, after the notification indicating that the writing of the image data is permitted is received.

11. (New) An electronic tag read/write method for a digital camera comprising:

capturing an image of an article by an image capture device;

displaying the image of the article captured by the image  
5 capture device on a display device;

reading electronic tag information from an electronic tag,  
which is attached to the article, by an electronic tag reader  
using a wireless transmission, when the image capture device  
captures the image of the article;

10 writing the image data of the article into the electronic  
tag by the electronic tag reader based on the electronic tag  
information read by the electronic tag reader; and

storing into a database the image data of the article  
written into the electronic tag in association with the  
15 electronic tag information read by the electronic tag reader.

12. (New) An electronic tag reading method for an  
electronic tag reader, the method comprising:

reading electronic tag information from an electronic tag,  
which is attached to an article, by an electronic tag reader;

5 determining whether or not the electronic tag information  
read by the electronic tag reader includes image data; and

displaying the image data on a display device when it is  
determined that the electronic tag information includes the image  
data, and displaying the electronic tag information when it is  
10 determined that the electronic tag information does not include  
the image data.